

# Agenda Item Form

Agenda Date: 9/14/04

Districts Affected: ALL

Dept. Head/Contact Information: Economic Development, David Dobson (915) 541-4680

## Type of Agenda Item:

- |   |   |  |
|---|---|--|
| <input type="checkbox"/> Resolution   | <input type="checkbox"/> Staffing Table Changes   | <input type="checkbox"/> Board Appointments        |
| <input type="checkbox"/> Tax Installment Agreements                         | <input type="checkbox"/> Tax Refunds              | <input type="checkbox"/> Donations                 |
| <input type="checkbox"/> RFP/ BID/ Best Value Procurement                   | <input type="checkbox"/> Budget Transfer          | <input type="checkbox"/> Item Placed by Citizen    |
| <input type="checkbox"/> Application for Facility Use                       | <input type="checkbox"/> Bldg. Permits/Inspection | <input type="checkbox"/> Introduction of Ordinance |
| <input type="checkbox"/> Interlocal Agreements                              | <input type="checkbox"/> Contract/Lease Agreement | <input type="checkbox"/> Grant Application         |
| <input checked="" type="checkbox"/> Other <u>Personal Services Contract</u> |   |  |

## Funding Source:

- ☒ General Fund
- ☐ Grant (duration of funds: \_\_\_\_\_ Months)
- ☐ Other Source: \_\_\_\_\_

## Legal:

- ☒ Legal Review Required      Attorney Assigned (please scroll down): Lupe Cuellar      ☒ Approved      ☐ Denied

Timeline Priority:   ☒ High      ☐ Medium      ☒ Low      # of days: \_\_\_\_\_

## Why is this item necessary:

Mr. Romero's experience, knowledge and community contacts should allow for a smooth transition of existing programs while providing for the commencement of the new business retention and expansion activities. The contractual employment should allow for the formulation of more permanent staffing solutions, while providing high quality service.

## Explain Costs, including ongoing maintenance and operating expenditures, or Cost Savings:

None

## Statutory or Citizen Concerns:

None

## Departmental Concerns:

None

## RESOLUTION

### BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF EL PASO:

That the Mayor be authorized to sign a Contract between the **CITY OF EL PASO** and **LARRY E. ROMERO**, to assist the Economic Development Department as a Business Retention and Expansion Manager at a biweekly rate of \$2,115.38 for 40 hours per week. The term of the contract shall be for the period of September 14, 2004 through December 13, 2004.

**APPROVED** this 14th day of September, 2004.

THE CITY OF EL PASO

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Joe Wardy  
Mayor

ATTEST:

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Richarda Duffy Momsen  
City Clerk

APPROVED AS TO FORM:

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Guadalupe Cuellar  
Deputy City Attorney

STATE OF TEXAS       )  
                                  )  
COUNTY OF EL PASO    )

**PERSONAL SERVICES CONTRACT**

This contract entered into by and between the **CITY OF EL PASO**, a home rule municipal corporation hereinafter referred to as "City," and **LARRY E. ROMERO**, hereinafter referred to as "Employee," witnesseth:

**WHEREAS**, the City, on behalf of the Economic Development Department, desires to employ the Employee as a Business Retention and Expansion Manager; and

**WHEREAS**, Employee possesses the skills to render said employment to the City.

**NOW, THEREFORE**, the parties hereto mutually agree as follows:

1.     SCOPE OF SERVICES.     Employee shall perform the services found in Attachment A, attached and made a part hereof, under the terms and conditions hereinafter stated, and the Employee hereby accepts and agrees to perform such services for the Economic Development Department, in El Paso, Texas.

2.     TIME OF PERFORMANCE.     The services of Employee are to commence on or about September 14, 2004 and be completed by December 13, 2004.

3.     COMPENSATION AND METHOD OF PAYMENT.     Employee shall be paid at a biweekly rate of Two Thousand One Hundred and Fifteen and 38/100 Dollars (\$2,115.38). The employee shall work a minimum of forty (40) hours per week. Employee is classified as an exempt employee under FLSA and shall not be eligible for overtime pay. The full time contract employee named in this Agreement shall be eligible for the following benefits:

        A.     The City's Insurance Plans. The full time contract employee named in this Agreement who is currently enrolled in any of the City's insurance plans shall be eligible to continue to participate in and receive the benefits of those Plans in the same

manner as similarly situated full time regular City employees. If Employee is not currently enrolled in any insurance plan, he shall be entitled to enroll in accordance with the provisions of those Plans as they may be amended from time to time.

B. The City's Pension Plan, in accordance with the provisions of the Plan. Election to participate in the City's Pension Plan must be made at the time of signing of this contract. In calculating retirement benefits, Employee will receive credit for prior participating years of service with the City, including accumulated sick leave.

C. All paid holidays authorized by the El Paso City Council.

D. Accrual of vacation and sick leave in accordance with City of El Paso Civil Service Rules and Procedures. Employee shall be entitled to begin work as a contract employee with the total sick leave and annual vacation time he or she has accrued with the City as a beginning balance as of the date of this Agreement. Seniority for future accrual of vacation leave will be based on number of years of continuous City service immediately prior to the signing of this Agreement.

E. Deferred Compensation Plan in the same manner as similarly situated full time regular City employees.

F. Civil and Military leave in accordance with City of El Paso Civil Service Rules and Procedures.

G. Tuition Assistance Program under the terms of the City of El Paso's Policies/Procedures.

The City will provide no other fringe benefits. Employee agrees that at no time will he make a claim against the City for more than the rate provided under the terms of this contract.

4. LOCATION OF PERFORMANCE. The place where such services are to be

performed is in the Economic Development Department, City and County of El Paso, State of Texas, or such other places as may be directed by the City in order to fulfill the terms of this Contract.

5. LAW GOVERNING CONTRACT. For purposes of determining the place of the Contract and the law governing the same, it is agreed that the Contract is entered into in the City and County of El Paso, State of Texas, and shall be governed by the laws of the State of Texas. Venue shall be in the courts of El Paso County, Texas.

6. COMPLETE AGREEMENT. This agreement constitutes and expresses the entire agreement between the parties hereto in reference to the personal services of the Employee for the City, and in reference to any of the matters or things herein provided for, or hereinbefore discussed or mentioned in reference to such services, all promises, representations and understanding relative thereto herein being merged.

7. TERMINATION. Either party may terminate this contract without cause after ten (10) days written notice to the other party of the intention to terminate this contract, or at any time by mutual agreement of the parties. Should the City have cause to terminate this agreement, the contract may be terminated immediately upon notification to the Employee of the cause for termination. The right to terminate the contract under the provisions specified in this paragraph may be exercised by the City Manager on behalf of the City.

8. MISCELLANEOUS. The City shall provide such office space for Employee as is necessary, in the sole determination of the City, for Employee to carry out his duties under this Contract.

9. NOTICE. Any notices required under this contract shall be sufficient if sent by Certified Mail, Return Receipt Requested, postage prepaid, to the City or the Employee

at the following addresses:

CITY: City of El Paso  
Economic Development Department  
Attn: Director  
2 Civic Center Plaza  
El Paso, Texas 79901-1196

EMPLOYEE: Larry E. Romero

**IN WITNESS WHEREOF** the parties have executed this agreement at El Paso,  
Texas this 14th day of September, 2004.

CITY OF EL PASO

\_\_\_\_\_  
Joe Wardy  
Mayor

ATTEST:

\_\_\_\_\_  
Richarda Duffy Momsen  
City Clerk

EMPLOYEE:

\_\_\_\_\_  
Larry E. Romero  
SSN:

APPROVED AS TO FORM:

APPROVED AS TO CONTENT:

\_\_\_\_\_  
Guadalupe Cuellar  
Deputy City Attorney

\_\_\_\_\_  
David Dobson  
Economic Development Director

APPROVED BY THE CIVIL SERVICE COMMISSION:

By: \_\_\_\_\_, Secretary  
Date: 9/9/04

**ATTACHMENT "A"**  
**CITY OF EL PASO, TEXAS – JOB DESCRIPTION**

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**BUSINESS RETENTION AND EXPANSION MANAGER**

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**General Purpose**

This position is responsible for implementing a strong, customer focused business retention program in the City of El Paso. This position is the critical, lead position in a multi-agency team effort to: a) initiate customer contact; b) identify and facilitate the delivery of needed business services to the customer; and c) improve overall customer satisfaction with the City of El Paso as a place to locate and grow a business. Within this program, the "customer" is defined in specific terms and includes companies in targeted business sectors that are creating jobs and wealth in the local trading area. A secondary responsibility of the position is to manage and implement assigned loan and grant programs, such as Revolving Loan Fund program, Environmental grant programs and Brownfields Remediation programs.

Business retention and expansion is a sales function that requires a manager to direct and monitor the progress of the retention program on a day-to-day basis. The business retention and expansion manager ensures that each outreach specialist meets his/her goal for number of visits with business owners. If needed, the retention and expansion manager acts as a coach, devising a plan of action with those outreach specialists who are not meeting goals. The retention and expansion manager is also responsible for monitoring overall referrals emanating from the program, as well as, any software and/or database programs utilized for the function.

The business retention and expansion manager is charged with directing a professional team of outreach specialists, as well as, a team of service providers who are committed to meeting the needs of business in El Paso.

*Specific responsibilities include:*

- Management and implementation of government operated loan and grant programs to assist small businesses with financing needs
- Developing of a plan for implementing a systematic retention and expansion program
- Identifying specific companies in targeted business sectors
- Setting, weekly, monthly and annual goals for visits
- Identifying and training outreach specialists
- Directing the launch and growth of the program
- Monitoring all referrals and completion rates for each
- Acting as a troubleshooter when necessary to ensure that referrals are completed
- Building a team of service providers through outreach to community, workforce and economic development organizations
- Encouraging local, regional and state government to be part of the service delivery/retention and expansion team
- Monitoring referrals to ensure prompt response to all requests for assistance

## **OUTREACH ACTIVITIES**

The business and retention and expansion manager ensures that outreach visits are being conducted with targeted companies in the City of El Paso. Specific responsibilities are as follows and may pertain directly to the retention and expansion manager and/or outreach specialists:

- Review and prioritize list of business to be contacted
- Contact CEO for appointment
- Conduct the meeting using a laptop computer
- After the meeting, finalize the corporate record and upload it to the main database within 24 hours
- Use the automated referral system to forward referrals (action items) to the appropriate service providers(s) within 24 hours of the meeting
- Maintain good working relations with service providers to ensure complete knowledge and understanding of the available services offered by each
- Monitor business conditions within the City through newspaper articles; Internet site information; networking with service provider personnel and business leaders; attendance at assigned industry functions; and other sources of information about business conditions within the City
- Be alert for new programs that can be promoted to customers
- Provide assistance to others involved in the City's retention program as needed
- Follow up with the CEO to ensure satisfaction with service delivery
- Manage automated data systems
- Monitor assigned loan and grant programs
- Analysis and formulate loan packages
- Recommend funding of loan programs
- Report on department loan programs

## **GENERAL KNOWLEDGE, SKILLS AND ABILITY**

- Excellent interpersonal, communication, phone and listening skills
- Strong management skills
- An ability to sell and cheerlead
- A self-starter and motivator
- Ability to remain objective in the face of rejection
- Effective team building skills
- Ability to focus and multi-task
- Prior private sector sales experience
- Good understanding of customer satisfaction principles and best practices
- Ability to learn the players on the team and the programs that each offers
- Typing and computer skills

## **OTHER JOB CHARACTERISTICS**

Work extended hours as required



## **MINIMUM QUALIFICATIONS**

*Education and Experience:* Equivalent to a combination of a Bachelor's degree in business or public administration, economics, finance or related field and four (4) years of professional business, economic, operational, marketing or financial analysis or forecasting experience that include two (2) years of government or private lending.

**LARRY E. ROMERO**  
[REDACTED]  
[REDACTED]  
[REDACTED]

**EXPERIENCE**

**City of El Paso-Economic Development  
Assistant Director**

**El Paso, TX  
September 2003-Present**

- Assist the Director in the day to day management duties of the ED Department

**Upper Rio Grande Certified Development Company  
Manager**

**El Paso, TX  
September 2000-September 2003**

- Responsible for developing, marketing, closing, and servicing all SBA 504 loans in a portfolio of over \$15,000,000 from 45 loans throughout six West Texas counties

**El Paso Diablos Baseball  
Director of Hispanic Marketing**

**El Paso, TX  
October 1998-September 2000**

- Responsible for marketing the Diablos and attracting new business sponsorships from small and Hispanic business owners

**Professional Developers, Inc.  
President/CEO**

**El Paso, TX  
January 1998-March 1999**

- Business specialized in finding procurement opportunities for other businesses by introducing them to elected officials and other decision makers

**Hispanic Business College Fund  
Director of Business Development**

**Washington, DC  
February 1997-August 1997**

- Responsible for soliciting donations for the operational expenses of the office from Hispanic business owners

**United States Hispanic Chamber of Commerce  
Executive Vice President**

**Washington, DC  
October 1994-September 1996**

- Directed the Administration division of the Chamber
- Assumed the duties and responsibilities of the President/CEO, when necessary, at all functions, meetings, seminars, and conferences

**El Paso Hispanic Chamber of Commerce  
President/CEO**

**El Paso, TX  
April 1991-September 1994**

- Increased membership from 200 to over 600 in less than two years
- Increased office staff from 1 person to 7 people in less than three years

**Texas Commerce Bank  
Assistant Vice President**

**El Paso, TX  
February 1983-April 1991**

- Directed and managed the Consumer Loan Department with seven employees
- Managed a consumer and commercial loan portfolio of over \$15 million

**First City National Bank  
Installment Loan Collector**

**El Paso, TX  
May 1980-February 1983**

- Updated and maintained delinquent loans

**EDUCATION**

**The University of Texas at El Paso  
Bachelor of Business Administration**

**El Paso, TX  
September 1974-May 1978**

- Major in Marketing

**ADDITIONAL ACTIVITIES**

**Speaker/Presenter**

Minority Enterprise Development (MED) Week, Washington, DC (1995,1996)  
Hispanic Association on Corporate Responsibility (HACR), Austin, TX (1996)  
Mexican American Chamber Installation Dinner, Stockton, CA (1996)  
International Franchise Association (IFA) Annual Conference, San Juan, PR (1995)  
Hispanic Business Summit, Philadelphia, PA (1995)  
LULAC National Convention, Boston, MA (1996)

**Board Member**

El Paso Convention and Visitors' Bureau-Past Chairman (1991-1993)  
El Paso Small and Minority Business Board-Past Chairman (1990-1992)  
Cathedral High School Excellence Association-Past President (1980-1982)  
El Paso Coalition for Economic Development-Coordinator (1992-1994)  
El Paso Airport Advisory Board-Member (1997-1999)  
El Paso Arts Resources Advisory Board-Member (1997-2001)